



# Xiaomi

Although not as popular as its fellow Chinese competitors in the global smartphone market share, Xiaomi has secured its position in the top five of the Chinese Market.<sup>228</sup> Xiaomi advertises itself as a smart company driven by relentless technology innovation and attractive product design. Despite its branding effort to resemble the minimalist style of Apple, Xiaomi does not show similar commitment in environmental responsibility. Similar to Oppo and Vivo, Xiaomi is falling way behind in sustainability performance.

## Renewable Energy & Climate Change

F

**TRANSPARENCY.** Although Xiaomi's website provides limited information regarding "product environmental information," it does not disclose any emission data. Like the other two Chinese brands Oppo and Vivo, Xiaomi does not publish a CSR report.

F

**COMMITMENT.** As Xiaomi fails to properly disclose its sustainability strategy and performance, we are not able to evaluate its renewable energy commitment.

F

**PERFORMANCE.** As Xiaomi fails to properly disclose its sustainability strategy and performance, we are not able to evaluate its renewable energy performance.

F

**ADVOCACY.** No evidence found of positive or negative advocacy

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## Sustainable Design & Resource Reduction

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**TRANSPARENCY.** Xiaomi does not report publicly on its overall material use, its use of recycled materials, or data on its take-back efforts.

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**COMMITMENT.** Xiaomi fails to properly disclose its sustainability strategy or made any public commitment to reduce the impact its products have through the use of recycled materials or long lived product design.

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**PERFORMANCE: CIRCULAR PRODUCTION.** As Xiaomi fails to properly disclose its sustainability strategy and performance, it's difficult to evaluate Xiaomi's efforts to move toward circular production. Xiaomi provides take-back services in China<sup>229</sup> and India<sup>230</sup>, though it's not clear electronics recycled are processed responsibly/safely.

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<b>Sustainable Design &amp; Resource Reduction</b> (continued)		<b>F</b>
<b>PERFORMANCE: PRODUCT LIFE EXTENSION.</b> In recent repairability assessments, Xiaomi phones scored average to good. <sup>231</sup> Xiaomi appears to sell a limited number of refurbished products. <sup>232</sup> Xiaomi does not provide repair manuals or spare parts to the public.		<b>D</b>
<b>ADVOCACY.</b> No evidence found of positive or negative advocacy		–

<b>Hazardous Chemical Elimination: Products &amp; Supply Chain</b>		<b>F</b>
<b>TRANSPARENCY.</b> Xiaomi does not disclose information about chemical management in its products or supply chain.		<b>F</b>
<b>COMMITMENT.</b> Xiaomi fails to disclose its chemical management strategy, nor has it publicly committed to eliminate chemicals of concern such as PVC, BFRs and phthalates from its products.		<b>F</b>
<b>PERFORMANCE.</b> Xiaomi fails to disclose its chemical management strategy, nor make public a supplier code of conduct. Xiaomi is one of the few companies in the Guide that are not members of EICC, which requires regular auditing of its suppliers against a standard code of conduct.		<b>F</b>
<b>ADVOCACY.</b> No evidence found of positive or negative advocacy		–

## ENDNOTES

- 1 <https://www.idc.com/getdoc.jsp?containerId=prAP42292517>
- 2 <https://huanxin.mi.com/>
- 3 [https://www.mi.com/in/service/recycling\\_guide/](https://www.mi.com/in/service/recycling_guide/)
- 4 <https://www.ifixit.com/smartphone-repairability>
- 5 <http://www.mi.com/sg/note/>